

1979

UA68/13/1 Journalism Accreditation Pre-Visit Report Part I

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Education Commons](#), and the [Journalism Studies Commons](#)

Recommended Citation

WKU Journalism, "UA68/13/1 Journalism Accreditation Pre-Visit Report Part I" (1979). *WKU Archives Records*. Paper 722.
http://digitalcommons.wku.edu/dlsc_ua_records/722

This Report is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.

Journalism Accreditation

Pre-Visit Report

Name of Institution Western Kentucky University

Post Office Address Bowling Green, KY

Title of Journalism Unit Department of Journalism

Academic Year of Evaluation Visit 1978 -1979

We hereby submit the following report as required by the American Council on Education for Journalism for purposes of an accreditation evaluation.

David B. Whitaker Title Department Head
(Typewritten name and signature of journalism unit head)

Robert H. Mounce Title Dean, Potter College of Arts and Humanities
(Typewritten name and signature of administrator to whom journalism head reports)

Purpose of Report

This report is designed to save time for you and the educator and professional representatives who will visit your institution to examine the journalism program. The information is of great value to them, in that it frees them, and you, of the necessity of using the brief visit time for discussion of matters that can be covered in advance. This makes it possible for the visitors to study more thoroughly the characteristics of the journalism program that cannot be understood except through an on-the-campus observation. The visiting team studies the report carefully before making the visit.

Because of the variety of administrative and curricular practices, it is not possible to prepare a questionnaire that fits the situation at each institution. Journalism administrators are invited to add explanatory notes and additional sheets of information where they feel these are necessary.

Two copies of the most recent catalog or bulletin which contains journalism unit information should accompany the report.

Journalism/Communications Unit and Program Self-Study

During the year before an accrediting evaluation by ACEJ, the school or department is expected to conduct an intensive program of self-study covering (1) the journalism/communication unit as a whole and (2) each sequence or program of study for which accreditation is sought.

The self-study — using data in the Pre-Visit Report as basic resource material — should be approached as an introspective process involving the participation and cooperation of special committees, each representing the faculty, the school or department administration, and the students.

When accreditation is being considered for more than one sequence, one committee should be assigned to study the school or department as a whole and another to consider each sequence.

The goal of the committee(s) should be to assess the quality of the educational unit and the particular program or sequence being evaluated.

The findings and conclusions of the self-study committee(s) should be presented in narrative form and included in the Pre-Visit Report.

The purpose of self-study in the accrediting process is to stimulate schools and departments to formulate plans for self improvement based on the judgments of those most concerned and involved: faculty, administrators and students.

Names of faculty members, administrators and students who serve on the committee(s) and take part in the preparation of the narrative reports should be listed, and they should be identified.

SUBJECTS AND QUESTIONS

The following subjects and questions are offered as examples of those a school or department may explore in the process of self-study. The list is not intended to be exhaustive and complete, and the self-study committee(s) may wish to enlarge it.

1. Define the basic philosophy of the school or department in its approach to education for journalism and mass communications. What are its specific objectives and services and how are these being realized?
2. Study all courses taught in the journalism unit. Are all courses related precisely to the educational objectives of the unit? Should some courses be discontinued? How many courses listed in the catalog have not been taught in the last two years?
3. List the different methods of teaching, including innovations, which are employed within the school or department, and attempt to evaluate each in relation to the type of course being taught. How is the effectiveness of individual instructors and administrators evaluated?
4. Comment on changes which might be made in the unit's policies and procedures to improve faculty effectiveness.
5. What is the philosophy of the school or department regarding grades?
6. To what extent is the faculty balanced or unbalanced in rank, degrees held, experience, age?

7. How effective is the administrative structure of the school or department in serving faculty and student needs?
8. Assess the quality of the main library resources pertinent to the school or department. What is the degree of library usage by students and staff of the unit?
9. Make an estimate of the general condition and adequacy of the physical quarters of the school or department. List recommended changes.
10. Project the educational program, plans, staff needs, and resources of the school or department for the next five years. If possible, list priorities.

ACKNOWLEDGEMENTS

While the final report was written by Professor James L. Highland, there were a number of groups and individuals who played a major role in its preparation.

Both Dr. Warren Agee of the University of Georgia, the department's most recent accreditation consultant, and Journalism Prof. James Aussenbaugh edited the final report.

All journalism faculty members contributed and took an active role in the preparation of various aspects of the report, and the department head supervised the overall effort. (See Appendix A)

Both student advisory committees in journalism and photojournalism read the report, discussed it at length, made recommendations and agreed with the contents of the final document submitted. (See Appendix B)

HISTORY OF THE DEPARTMENT

Journalism on the Western Kentucky University campus began in 1925 when Miss Frances Richards started the College Heights Herald to give her journalism class some practical experience. Miss Richards, an English teacher, taught one journalism class and supervised a student newspaper published twice a month.

The single journalism class and the production of the student newspaper made up the news reporting activities until 1962, when a second journalism course was added to the English curriculum.

During most of this time, the public relations office handled the financial matters and technical arrangements for the College Heights Herald. In the mid-1960s, the Herald was placed under the Office of University Publications. At that time, the academic dean was given jurisdiction over the campus newspaper because it was then viewed as a laboratory experience for journalism students.

Between 1962 and 1969, the journalism faculty increased from one to eight, and the Department of Mass Communications was established in the fall of 1970 when the donation of broadcasting equipment made it possible to offer courses in television production. Journalism was combined with television, radio and cinematography into a single department.

Dr. Willson Wood, head of the Department of English, also served as head of the Department of Mass Communications. In 1971 a separate department head was hired. The department continued to grow until it reached 750 communication majors and minors by the spring of 1975.

In the fall of 1976, the Western Kentucky University Board of Regents approved the reorganization of the Department of Mass Communications into a Department of Journalism and a Department of Communication and Theatre.

The new journalism department comprised majors in journalism, photojournalism, journalism education, advertising and public relations.

The reorganization represented a shift from a more theoretical communications foundation to a totally professional program that could receive accreditation by the American Council on Education for Journalism.

EDUCATIONAL PHILOSOPHY OF THE DEPARTMENT

The faculty has adopted a basic commitment to educate students in the responsibilities and skills of the professional journalist. It also sees a broader commitment to advance the profession of journalism through analysis and criticism and through special programs to serve the needs of the Kentucky communications media.

Although it must be in the perspective of a truly liberal education, journalistic skills constitute the core of the department's program. The Bachelor of Arts with a major in Journalism (BA), is a professional degree. In recognition of the value of professional education, courses related to preparation of students for the degree have first call on the department's resources.

The Western Kentucky University concept of journalism education involves students in the practical work of the media. Students have the opportunity to work on the College Heights Herald, the campus newspaper; the Talisman, campus yearbook published each year in magazine format; and WKYU, the campus carrier-current radio station; as well as fulfill supervised internships on professional publications and mini-internships arranged by the student professional societies.

Paralleling this experience of professional involvement, Western Kentucky University students become deeply involved in the administration, operation and planning of the department. Students serve with faculty on all staff committees and on the various policy and operating boards of the department's publications. Again, by direct experience in dealing with the affairs of the department, students develop a competency that better enables them to deal with the affairs of the profession they serve.

The journalism student must be well grounded in the humanities, social sciences and natural sciences. The department has developed its program in such a way that students divide the 128 hours required for graduation on a 25-75 per cent basis between journalism and the liberal arts and sciences.

The student's relationship to the various disciplines of scholarship is a unique experience. As his concept of professionalism matures, he becomes detached from the issues of the world. The journalist is first of all an observer, then a reporter and last an analyst and advocate.

Because this is a professional program with commitments to the profession and industries of journalism, the curriculum is structured. It has requirements in government, sociology, psychology, history, the humanities, science, writing, news editing, advertising, photojournalism and public relations. But the curriculum provides great latitude as well. With sympathetic and knowledgeable guidance, the student has a wide discretion to aim at particular competencies.

Objectives of Majors in Journalism

- (1) To educate students for professional newspaper careers.
- (2) To instill in students a high degree of professionalism, which consists principally of practical competence and ethical understanding.
- (3) To enhance students' understanding of the role of the press in a democratic society.

MAJOR IN PHOTOJOURNALISM

With a record of producing highly skilled graduates and with the recent addition of facilities and courses, Western's photography program is making a strong contribution to the journalism department.

The photography program is regarded as an outstanding part of the journalism program at Western, and it has contributed greatly to the high quality of the University publications, the College Heights Herald and the Talisman.

The Herald has won All-American rating, the highest award given by the Associated Collegiate Press, for 12 consecutive semesters. On one of the most recent rating sheets from ACP, the judge wrote, "You are strong in all departments, but photography may be your strongest . . . All photos are technically good. Some show particularly high levels of photographic skill in lighting and composition."

Photojournalism students also work on the Talisman, the University's magazine-style yearbook, which has won the Columbia Scholastic Press Association's coveted Trendsetter Award for the last four years. Only one such award is given annually.

The department operates extensive darkroom facilities. In addition, an ultra-modern publications darkroom for the use of photojournalists working for the publications is operated by the Office of University Publications. The recent addition of a color lab to support the color photography course makes the facilities complete.

Western's reputation for training professional photographers is based on the performance of its graduates. The Courier-Journal and The Louisville Times, two of the nation's better picture newspapers, employ two former Westerners: Bill Luster, who was named Women's Page Photographer of the Year in 1970, and Paul Schuhmann, who won first place in feature photography from the National Press Photographers Association (NPPA) in 1974 for his picture story concerning unwanted dogs. The two were co-recipients of the Pulitzer Prize in 1976 for their photograph coverage of desegregation of the Louisville School System. Other successful graduates of the program are working on daily newspapers in states as far away as Florida and California.

Objectives of Major in Photojournalism

The specific objectives of the photojournalism program are:

- (1) To develop a background for understanding the role of photography, the picture story, and the motion picture in shaping and reflecting contemporary society.
- (2) To provide instruction in photographic theory, principles and practice in any area of scholarly pursuit where such knowledge is essential or desirable in improving understanding and abilities.
- (3) To develop the artistic, technical and personal qualities of those who pursue a professional career in photojournalism.

MAJOR IN PUBLIC RELATIONS

Western Kentucky University is one of about 15 universities in the United States which offers a specific degree in public relations. It is the only Kentucky university having a bachelor's degree in public relations. At Western, each student's program is individually tailored from courses offered by other departments. The public relations major builds upon the strengths of existing faculty and curriculum. It uses an outlay of physical facilities to provide useful classroom and laboratory experience.

The degree program offers a broad range of courses which develop an understanding of:

- (1) How public relations functions within American society;
- (2) How public relations and other management processes are interlocked;
- (3) And, how the various communications techniques are employed in the tasks of public relations.

After about four years of study, the public relations graduate might work in one of a wide range of fields -- almost anywhere there is a need for developing public understanding. The PR major was established to answer demands for practitioners at the entry-level who have broad education, but who have knowledge of

the basic tasks which will be required on the job.

Demands of Public Relations

Through undergraduate study, each student is offered a current view of the public relations occupation. Western students learn how to use the various media of communication. They prepare materials for realistic presentations common to public relations. Included are written materials for print media and for other types of publications. Students also learn how to use oral and visual techniques for radio, television and public address. Photography, graphic arts layout and design and audio-visual devices are studied for the way each applies to the field of public relations. In addition are studies of how people behave as individuals and groups, how to do research and measure public opinion and how society is structured.

Variety in the Tasks of PR

Each of the communications techniques presented through the study of PR brings into focus a set of abilities that must be developed. A PR beginner may work within an easily definable area (such as a writer, broadcaster, or a publications specialist). Later, PR may require a working knowledge of many media and other activities as the practitioner coordinates the work of specialists or harmonizes various efforts toward a common objective.

HOW THE PR MAJOR WORKS

To insure a broad liberal education, each student must complete a minimum of 53 hours in general education courses, selected from six categories (listed in the college catalog). Each category must be represented.

Also, students must complete the 36 hours of the major curriculum, which draws from mass and speech communications, sociology, psychology, government and business management.

Students may choose a second major, minor or interdisciplinary minor in an appropriate area, subject to approval by the adviser.

Major content areas and a few specialties within these areas are:

Business and Industry -- including corporations, financial institutions, utilities, insurance companies and retail organizations.

Community Services -- including education at many levels, welfare, health occupations and hospitals, recreation, agriculture, religion, charities, trade, professional and labor organizations.

Government Affairs -- local, state and national levels and politics.

Communication -- newspapers, magazines, broadcasting, agency and consulting organizations, as well as specialties such as journalism, advertising design and production and film.

MAJOR IN ADVERTISING

Advertising in the Department of Journalism combines an orientation toward business and the media with a liberal dose of "how to do it."

Western's advertising program reflects the real need for practitioners to understand both the business and creative functions, although the depth of these understandings may vary according to the job, and the interests and strengths of each student.

Varying student interests may be reflected in the selection of a double major, minor, or area of concentration and in the selection within the advertising program of an emphasis in multi-media or print areas.

Objectives of a Major in Advertising

In summary, the objectives of the program are:

- (1) To acquaint the student with important concepts, methods, theories, and knowledge of advertising and related disciplines.

- (2) To educate the student in procedures for sound analysis of advertising opportunities and problems.
- (3) To develop student ability to present well-reasoned conclusions and recommendations about advertising.
- (4) To provide opportunities to apply understandings of concepts, methods, and implementation of specific advertising functions. (See Appendix C)

MEASUREMENT OF OBJECTIVES

The entire curriculum has been revised in the past three years with the specific objective of meeting all ACEJ accreditation requirements. We believe we have designed a model curriculum and a pattern for others to follow.

Faculty members believe that the best measure of success in the two sequences for which we are seeking accreditation is the record established by our graduates. (See list in graduate section.)

RELATIONSHIP OF COURSES TAUGHT TO OBJECTIVES

Each course has undergone careful review within the past two years, and faculty members are convinced that the department's courses are designed to meet the stated objectives. The heart of the journalism curriculum is three writing courses, a basic editing class, a photography class and an optional editing course. (See Appendix D)

In the journalism or news-editorial major, one optional course -- Journalism 421, Newspaper Management -- has drawn scant student interest. It has been offered three consecutive semesters without drawing the required minimum number of students. The department dropped the course in the spring of 1978.

In addition, two optional courses -- Journalism 325, Editorial and Interpretative Writing and Journalism 425, Magazine and Feature Writing -- will be combined in the fall of 1978, with one half of the semester devoted to each subject area.

In addition, the advertising sequence listed in the catalog has been revised and is being upgraded to the status of a major. The change is being approved by the appropriate university officials.

TEACHING EFFECTIVENESS

There are as many methods of teaching as there are professors, and, as might be expected, the methods depend largely on the type of course and what works best for the professor.

For example, photography classes are set up with 2½ hours of class a week and a two-hour laboratory. In the class session, professors supplement lectures with thousands of slides.

Writing courses meet five hours in two weeks with no laboratories. Professors lecture as needed, normally about one out of every five hours, and students write in class the other hours. Obviously no student can complete the required writing assignments during the class, so large amounts of work outside of class become necessary.

The university's division of audio-visual services is equipped as well as, if not better than, any similar service. A-V has overhead and opaque projectors and tape recorders.

In addition, the university has a Department of Educational Television, whose staff has compiled an inventory of video cassette tapes in the various communications fields for use in the classroom. The journalism department has its own videotape playback unit and color monitor, and instructional television tapes are used regularly in writing and lecture courses.

Students in the public affairs reporting course are required to take weekly field trips, including assignments such as covering a city commission meeting or doing title research on property. The course also devotes extensive time to government budget research.

The current issues class uses all types of audio-visual materials and educational television.

In the internship course, the student must be directly supervised by an editor and be paid a specific salary to qualify for credit. The supervisor is required to submit a written report on the student, and the student is required to submit a written term project about the internship, plus a stringbook of his work. The student is also required to enroll in the internship class and prepare an oral presentation on his experience. The department does not have a sufficient travel budget to send a faculty member during the summer to visit each intern's supervisor, but faculty members do consult with employers by telephone to assess the student's progress.

In the editing course, students are taught effective use of language, how to edit copy, headline writing, spelling, and makeup and design, etc. The professor makes use of the Associated Press wire for wire editing purposes. In the past four years, an average of two Western students a year have been selected for the Newspaper Fund program. This year, three Western students were selected.

Obviously, lecture methods are being used in two courses that lend themselves to that approach -- law and ethics and history.

MEASUREMENT OF TEACHING EFFECTIVENESS

Each professor receives from students an evaluation on his course and his effectiveness in the classroom. This evaluation is used by the instructor for his own improvement. (See Appendix E) However, the department head talks regularly with good students to gauge the performance of teachers. Because the department is relatively small, the department head and faculty members have a close, personal relationship with students. The department head and existing faculty carefully recruit new faculty. If students are any gauge, and we think they are, then our faculty is doing well. If employment after graduation is any gauge, and we think it is, then the faculty is performing adequately.

CHANGES TO IMPROVE EFFECTIVENESS

The department head's basic policy is to hire a faculty member who can perform, provide the necessary resources and let the individual develop his program to the maximum extent. That philosophy has worked well because the real strength of the department is the ability of faculty members to work closely and cooperate with each other.

The policies that must be changed are not those within the department but rather are those within the university. A faculty member with a master's degree, no matter what his academic rank, is required to teach 27 hours during the academic year, or an average of 13.5 hours per semester.

The policies that undergoing changed are not those within the department but rather are those within the university. A faculty member with a master's degree, no matter what his academic rank, is required to teach 27 hours during the academic year, or an average of 13.5 hours per semester.

The university recognizes that for a professional program such as journalism the teaching loads are inordinately high, and to that extent, the department has been permitted to hire additional faculty members to reduce its teaching load to 12 hours per semester for all faculty members in the fall of 1978-79.

The department has made application with the Council on Higher Education for a state grant to fund two additional faculty positions. If that grant is approved, two additional faculty members will be hired, and this will allow the department to reduce teaching loads to an average of 10.5 per semester in the spring of 1979.

PHILOSOPHY ON GRADES

Neither the department nor the university has a standard grading policy such as 90 for an A, 80 for a B, etc. Each professor is responsible for his grades, based on his own standards.

There has been some concern at Western about grade inflation, but the journalism faculty, hopefully, has not contributed to that problem. First, the department's entrance requirements are more stringent than the university as a whole, 2.5 on a 4.0 scale. Second, the department requires that all students seeking

admission to the journalism or news-editorial program score 21 or more on the English section of the ACT.

The Office of University-School Relations reported to the department that one half of all scholarships awarded by the university during the 1977-78 academic year went to journalism majors.

In addition, the department head studies the grading policies of faculty members in relationship to each other and makes the results of those studies available to individual instructors. This has a tendency to bring about a uniformity of grading standards. (See Appendix F)

FACULTY BALANCE

The department is balanced in some respects and unbalanced in others, but in some ways the imbalance has been advantageous.

Western has no immediate plans to offer a graduate journalism program; therefore, the department has concentrated on hiring faculty members with long professional experience, as opposed to applicants with an earned doctorate.

Because of the extensive professional experience among faculty members, perhaps the department's greatest strength is an exceptional working relationship with Kentucky editors and publishers.

In 1976 James Ausenbaugh was hired as an assistant professor. Mr. Ausenbaugh spent more than 20 years with The Courier-Journal in Louisville -- the last eight years as state editor. He was immediately assigned to direct the internship and placement activities, and the number of placement opportunities for graduates climbed substantially. The department now has more newspaper positions open than there are graduates to fill them.

Jack Corn, chief photographer of The Tennessean, in Nashville, joined the faculty in January 1977 as a photojournalist in residence. Mr. Corn has done work for U.S. News and World Report, Time, National Geographic and other major publications. Mr. Corn has helped significantly in placement of photojournalism

graduates and interns.

In age, the faculty is well-balanced, with a range from 23 to 55 years. The average age is 42.7.

However, there is a slight imbalance in faculty rank. The department head is a full professor, there is one associate professor, seven assistant professors, two instructors and one photojournalist in residence.

That imbalance was worse last year, but the university took steps to correct the problem. Professor Whitaker was promoted from associate to full professor, Professor Highland went from assistant to associate professor and Professor Morse was promoted from instructor to assistant professor.

The department could still use one and possibly two more associate professors, and the department head has been assured faculty will receive promotions in rank based on his recommendation.

ADMINISTRATIVE EFFECTIVENESS IN MEETING NEEDS

As noted earlier, the department's major administrative problems are external, especially regarding control of photographic facilities and reduced teaching loads.

CONDITION AND ADEQUACY OF QUARTERS

The department is housed in two adjacent buildings -- the Academic Complex and Downing University Center.

The Academic Complex accommodates the offices of Professors Allen, Blann, Stringer, Graham and Highland, the offices of the WKU chapters of the Society of Professional Journalists--Sigma Delta Chi, Public Relations Student Society of America, and the American Advertising Federation--Alpha Delta Sigma, the graphics lab, and the main departmental office and secretary.

Professor Whitaker maintains his office in Downing University Center. The Downing Center also houses the office of Professors Adams, Ausenbaugh, Morse, Corn, Loewen, McKeen and Sutherland, the student newspaper, the yearbook, the journalism reading room and the publications darkroom.

The department has classrooms in both the Downing Center and the Academic Complex. Almost all news and photography courses are taught in the Downing Center, and all advertising and public relations classes are taught in the Academic Complex.

Photography laboratories are in the College of Education Building, adjacent to the Academic Complex and the Downing Center.

The facilities are modern and in excellent condition; however, the separation of the department does pose communications problems. The department head and others have discussed this problem with the dean and the vice president for academic affairs. Both men have indicated that, should funds become available for new construction, journalism would receive priority consideration. However, the State Council on Higher Education, which controls the budgets of universities in Kentucky, has declared an indefinite moratorium on new construction.

One other problem is that the department's reading room is too small. Any solution would seem to depend on the acquisition of new quarters.

The department has perhaps an unusual organizational structure because the department head wears two other hats -- teacher and director of university publications. He is not involved, however, in University public relations activities. (See organization chart.)

In addition, many faculty members share a variety of administrative responsibilities. Examples are Professor Adams, who teaches and is adviser to the student newspaper, and Professor Loewen, who teaches and advises the student yearbook.

The department head's other hat -- director of university publications -- allows the department to operate like a major administrative unit within a university for budgetary purposes.

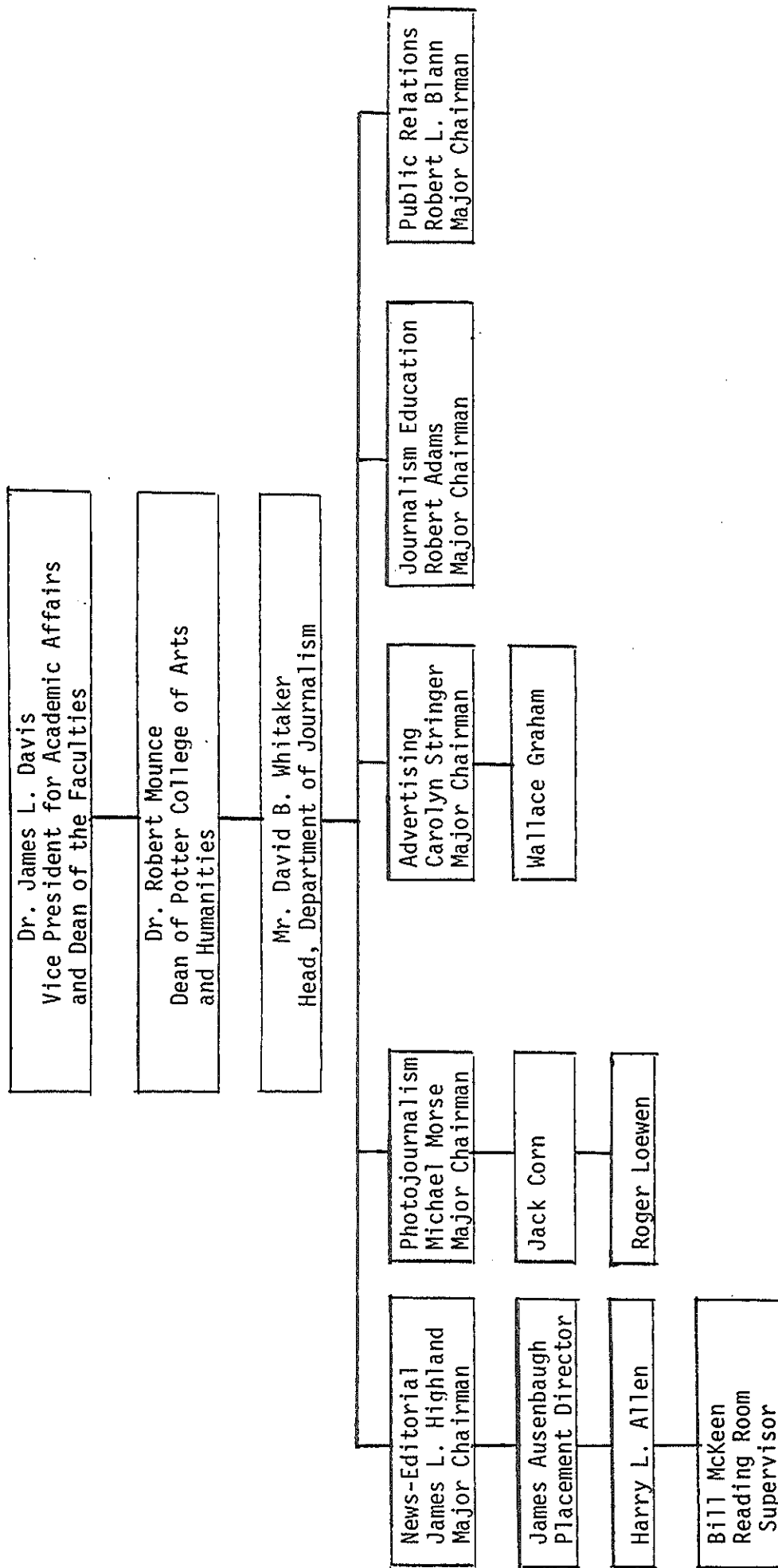
The department head prepares two budgets, one for the department to be approved by the academic dean and the other for the office of university publications to be approved by the vice president for academic affairs.

This gives the department head a direct line to the president for budgetary purposes and also permits the department head to combine funds from two budgets and develop a unified funding effort.

For example, the university has a somewhat restrictive policy on travel which provides \$200 a year for the department head, \$150 for an assistant professor and \$75 for an instructor. Department funds are pooled with funds earned by publications to provide sufficient money for faculty to attend professional meetings, regional and national conventions.

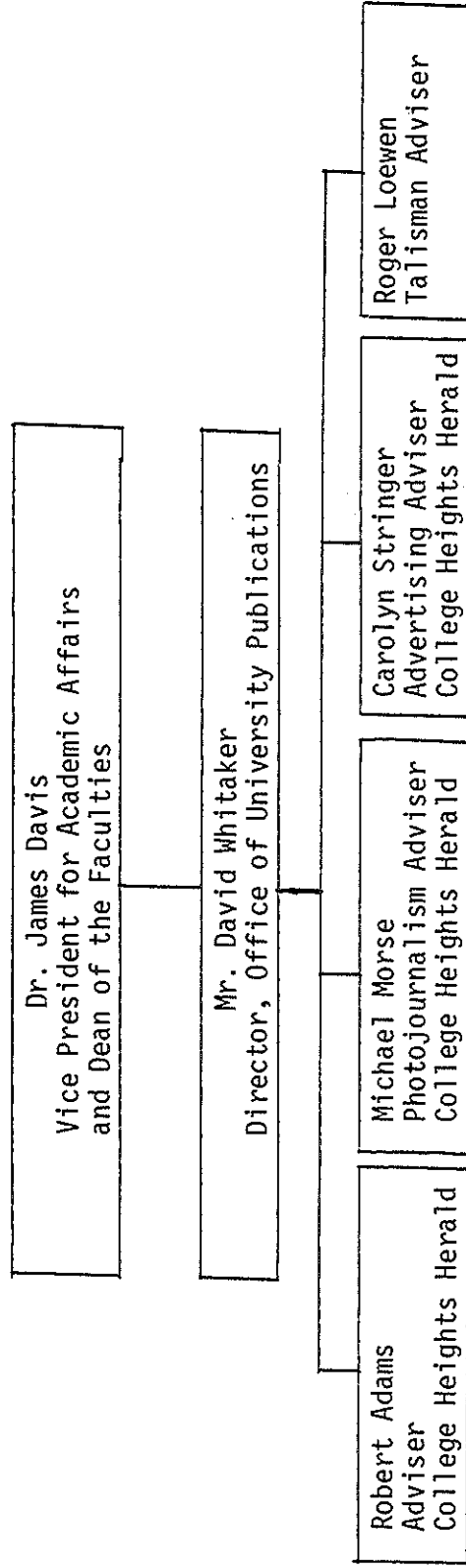
ORGANIZATIONAL CHART

DEPARTMENT OF JOURNALISM



ORGANIZATIONAL CHART

OFFICE OF UNIVERSITY PUBLICATIONS



General Information

1. Check regional organization by which the institution is now accredited.
☐ Middle States Association of Colleges and Secondary Schools
☐ New England Association of Colleges and Secondary Schools
☐ North Central Association of Colleges and Secondary Schools
☐ Northwest Association of Secondary and Higher Schools
☒ Southern Association of Colleges and Secondary Schools
☐ Western College Association
2. What is the institution's type of control? Check more than one if necessary.
☐ Church-related ☒ State
Denomination _____ ☐ Other
☐ Municipal
☐ Privately endowed
3. What are the type and length of terms?
☒ Semester of 16 weeks.
☐ Quarter of _____ weeks.
4. How many fulltime students are enrolled in the institution? 13,500
5. Has the journalism unit been evaluated previously by the American Council on Education for Journalism? Yes or No NO. Date of last evaluation _____
6. When was the journalism unit first accredited? (year) _____
7. List each sequence for which evaluation is now requested and give name of professor in charge. Place asterisk after sequence or sequences now accredited.

[illegible]

Institution Western Kentucky University Date _____

ADMINISTRATION

1. Give name of the administrative division of which the journalism unit is a part.

Potter College of Arts and Humanities

2. Give names and titles of journalism staff members other than the journalism unit head who have administrative duties within the journalism unit.

James L. Highland -- Associate Professor -- News Editorial
Carolyn Stringer -- Instructor -- Advertising
Robert L. Blann -- Assistant Professor -- Public Relations
Robert Adams -- Assistant Professor -- Journalism Education
Michael Morse -- Assistant Professor -- Photojournalism

3. Describe the process by which the administrative and educational policies of the journalism unit are determined.

Faculty members work in an informal but effective manner in determining policy. Everyone is involved.

Essentially, the faculty operates as a committee of the whole, with all major decisions decided by vote in faculty meetings. This is not to say that the department head does not have the final say in all policy matters, but there is substantial agreement in terms of basic goals and methods.

When the department first began to consider accreditation, Professor Baskett Mosse of Northwestern University visited the University as a consultant and made specific recommendations. Those suggestions were implemented without dissent, and all subsequent changes have been designed with the idea of strengthening the program along guidelines established by ACEJ.

The department has a great deal of autonomy in altering requirements within its own program; however, changes in course description, additions or deletions must be approved by the Potter College of Arts and Humanities Curriculum Committee and the University's Academic Council. All new majors must be approved by the Board of Regents and the Kentucky Council on Higher Education.

4. Has the journalism unit head any responsibilities (teaching, research, consulting, institutional duties, etc.) other than the administration of the journalism unit? Explain.

The department head also is director of the University Publications. As such, he is responsible for the supervision of the student newspaper and yearbook. He also is required to teach three hours each semester.

The department head bears an enormous responsibility; however, those heavy demands have worked to the advantage of this program.

First, the department head has appointed chairmen for individual majors and granted each autonomy to develop a program to its fullest potential. This has decentralized the administrative structure, with the department head serving as coordinator for the overall efforts of all programs.

The department has what it believes to be a coordinated effort in journalism. Admittedly, some majors within the department are further developed than others, but then the department is seeking accreditation in those programs which it considers to have reached sufficient development to be worthy of ACEJ approval.

Second, and perhaps most important, the department really has two general operating budgets, one for the Office of University Publications and the other for the Department of Journalism. The administrative structure permits the department head to coordinate two budgets so that faculty members receive every possible advantage in equipment, facilities, and travel.

INTRODUCTION TO BUDGETS

In its budgeting process, the Department of Journalism works from four different budget documents, the department academic budget, the Office of University Publications budget, The Talisman yearbook budget and the College Heights Herald newspaper budget.

The university provides full funding for the departmental budget, the publications budget which includes some student newspaper salaries, and the yearbook budget. However, the newspaper is a revenue producing enterprise and generates a profit over and above production costs.

In his budget request each year, the department head attempts to determine what the needs are in all areas and what he does not include in one budget is included in another. This works to the advantage of all journalism areas.

For example, Western, like all state universities in Kentucky, has a formula it must follow on travel for faculty members. This means the department receives a specified sum for each instructor, assistant professor, associate professor, professor and department head.

In the journalism department's case, this amounted to about \$1,000 this year, a sum which would be considered inadequate by almost any standard. However, the department head was able to budget additional travel funds for journalism faculty members in the publications budget.

At the same time, the newspaper budget is not subject to the same stringent requirements of departmental and publications budgets. For that reason, additional travel funds can be obtained from the newspaper account, provided the travel benefits the newspaper.

This is true for a variety of other expenditures such as books and periodicals. The department head frequently purchases books from the newspaper or publications accounts for use by the student newspaper. However,

ADMINISTRATION - 2

5. What student records are in the journalism office?

Each student has an individual file containing:

1. A computer printout for all entering students giving relevant biographical information, including student ACT scores when available.
2. The student's grades as reported each semester by the registrar.
3. A transcript of grades for students whose grade sheets have not been sent to the department by the registrar's office.
4. A degree program showing the courses the student is taking or plans to take. The student is requested to file the degree program during the first semester of the junior year. In practice, students normally file the degree program by the end of the junior year.

Graduate Record

1. When the student is graduated, his or her file is transferred to the alumni file.
2. When the student accepts initial employment in the media, a notation is made in the file. Any changes in that employment also are recorded.

Fourth Estate

The Fourth Estate, departmental newsletter, is published by the SPJ, SDX student chapter, and copies are available for inspection in the journalism office.

6. List previous journalism unit heads and give the dates of their service as heads.

<u>Journalism Unit Head</u>	<u>Title</u>	<u>Dates of Service</u>	
		From	To
<u>Department of Journalism</u>			
Professor David B. Whitaker	Department Head	Jan. 1, 1977	Present
<u>Department of Mass Communications</u>			
Dr. Robert Mounce	Acting Dept. Head	Sept. 1, 1975	Dec. 30, 1975
Professor James Wesolowski	Department Head	1971	1975
<u>Department of English</u>			
Professor Willson Wood	Acting Dept. Head	1970	1971

books and periodicals are placed in the journalism reading room for the benefit of all journalism students.

What we are trying to say here is that the budgets, as set up, are working to the department's advantage in every respect. Each faculty member has an opportunity for input in the preparation of the budget, and each faculty member has an opportunity to examine the budget once it is approved by the university.

The accrediting committee should note that there were some changes in budget procedure which influenced the total number of dollars seemingly available for journalism. First, journalism and communications were split into different departments Jan. 1, 1977, and the budget of the department in salaries and in some equipment items was reduced. Some funds in these areas were transferred to the new Department of Communication and Theatre.

In addition, the department began picking up the salaries of all personnel in publications as well as journalism because publications staff members actually are journalism teaching personnel. Therefore, salaries in publications show zero, while salaries in the department will show a substantial increase.

The department's 78-79 budget also does not look that substantial in terms of what it is projected to receive. However, during the course of the year, the department will receive a number of supplementary allocations as it has each year in the past. For example, the department just received a \$9,000 supplementary allocation for the purchase of equipment.

The department does have plans for the purchase of video display terminals which could be installed sometime this academic year or in the fall of the 1979-80 academic year. However, those items will be included in the budget of the university computer center, and the department will make use of the main university computer system for programming purposes.

A VDT system represents an expenditure of between \$50,000 and \$80,000, and the expenditure will never show up on the department's budget.

The department has been allocated two new faculty positions for this fall, and the salaries of both new faculty members are not included in the department's 78-79 academic year budget. Those funds will be received as a supplementary allocation.

In addition, all work study funds come to the department via federal and state programs, and these funds do not show up on the department budget ledger until students actually begin work and funds actually are received.

DEPARTMENT OF MASS COMMUNICATIONS

BUDGETS

1976-1977

Salaries Regular	\$ 155,155.77
Salaries Administrative	19,817.57
Salaries Faculty - Part-time	20,393.00
Salaries - Student-Inst.	5,640.17
Salaries - Student-Work Study	2,397.73
Salaries - Total	\$ 203,404.24
<u>Current Operating Expenses</u>	
Telephone and Telegraph	\$ 2,973.90
Telephone and Telegraph Long Distance	534.67
Travel Regular	2,314.41
Travel Student	740.41
Printing and Advertising	1,218.06
Main. Vehicles and Equipment	37.20
Office Supplies	1,378.72
Food Products Not for Resale	41.30
Chemicals and Laboratory Supplies	981.81
Classroom Supplies	2,415.88
Rental of Equipment	2,120.20
Dues	160.00
Subscriptions	644.47
Miscellaneous	41.28
Total	\$ 15,602.31

1976-77 Department of Mass Communications budget, continued

Capital Outlay

Furniture, Fixtures and Office Equipment	\$ 1,686.18
Instruments and Apparatus	13,262.58
Library Books and Periodicals	100.10
Total	\$ 15,048.86
GRAND TOTAL	\$ 234,055.41

DEPARTMENT OF JOURNALISM

BUDGETS

1977-1978

Salaries--Faculty--Regular	\$	165,560.00
Salaries--Faculty--Part-time		6,576.00
Salaries - Student-Inst.		12,102.61
Salaries - Total	\$	184,238.61

Current Operating Expenses

Telephone and Telegraph	\$	1,776.15
Telephone and Telegraph Long Distance		96.77
Travel Regular		700.00
Travel-Student, includes faculty under new team travel arrangements		1,817.00
Printing and Advertising		1,900.00
Maintenance of Vehicles and Equipment		395.00
Office Supplies		550.00
Food Products Not for Resale		165.00
Chemicals and Laboratory Supplies		245.00
Classroom Supplies		2,100.00
Rental of Equipment		1,885.00
Awards		150.00
Dues		270.00
Subscriptions		750.00
Total	\$	12,799.92

1977-78 Department of Journalism Budget, Continued

Capital Outlay

Furniture, Fixtures and Office Equipment	\$	1,397.00
Instruments and Apparatus		2,471.00
Library Books and Periodicals		1,000.00
Other Capital Outlay		500.00
Total	\$	5,368.00
GRAND TOTAL	\$	201,756.53

DEPARTMENT OF JOURNALISM

1978-79

APPROVED BUDGET

Salaries--Faculty--Regular	\$ 218,410.00	✓
Salaries--Student-Inst.	12,000.00	
Salaries--Student-Work Study Will be approved later and funded under federal program	0.00	
TOTAL TO DATE	\$ 230,410.00	

Current Operating Expenses

*Telephone and Telegraph	\$ 0.00
*Telephone and Telegraph Long Distance	0.00

*Both are allocated as the charges for the year become due. Should have a running total as of June 30, 1979

Travel Regular	1,016.00
Travel Student	750.00
Printing and Advertising	2,500.00
Maintenance of Vehicles and Equipment	50.00
Office Supplies	700.00
Chemicals and Laboratory Supplies	6,400.00
Classroom Supplies	2,200.00
Rental of Equipment	1,995.00
Dues	300.00
Subscriptions	750.00
TOTAL APPROVED TO DATE	\$ 16,861.00

1978-79 Department of Journalism Approved Budget, continued

Capital Outlay

Furniture, Fixtures and Office Equipment	\$	0.00
Instruments and Apparatus		0.00
Library Books and Periodicals		0.00
GRAND TOTAL APPROVED TO DATE	\$	247,271.00

First Supplemental Allocations

Furniture, Fixtures and Office Equipment	\$	6,293.00
Instruments and Apparatus		1,009.00
Library Books and Periodicals		2,500.00

Library Appropriation Exclusively
for Journalism

General	\$	1,100.00
Subscriptions		371.00
Serials and Continuances		421.00
TOTAL	\$	1,892.00

OFFICE OF UNIVERSITY PUBLICATIONS

BUDGETS

1976-1977

Salaries--Administrative	\$	37,623.00
Salaries--Administrative--Part-time		2,315.05
Salaries--Student--Institutional		9,791.92
Salaries--Student--Work Study		1,591.63
Total	\$	51,321.73

CURRENT OPERATING EXPENSES

Telephone and Telegraph	\$	1,597.80
Telephone and Telegraph, Long Distance		621.35
Travel--Regular		1,287.22
Printing and Advertising		547.45
Office Supplies		290.29
Chemicals and Laboratory Supplies		2,083.72
Dues		214.00
Miscellaneous		80.77
Talisman Publication		55,000.00
Total	\$	62,029.00

CAPITAL OUTLAY

Furniture, Fixtures and Office Equipment	\$	1,461.81
Instruments and Apparatus		0.00
Library Books and Periodicals		50.80
Other Capital Outlay		1,192.00
Total	\$	2,704.39

GRAND TOTAL	\$	116,055.12
-------------	----	------------

OFFICE OF UNIVERSITY PUBLICATIONS

BUDGETS

1977-1978

Salaries--Regular	\$	13,245.00
Salaries--Administrative		726.00
Salaries--Student--Institutional		16,060.00
Salaries--Student--Work Study		1,826.75
Total	\$	31,857.75

CURRENT OPERATING EXPENSES

Telephone and Telegraph	\$	1,343.10
Travel--Regular		2,138.00
Travel--Student		0.00
Printing and Advertising		480.00
Maintenance of Vehicles and Equipment		150.00
Office Supplies		425.00
Chemicals and Laboratory Supplies		3,110.00
Faculty-Staff Scholarships		120.00
Dues		70.00
Talisman Publication		55,000.00
Total	\$	63,196.10

CAPITAL OUTLAY

Furniture, Fixtures and Office Equipment	\$	630.00
Instruments and Apparatus		1,919.00
Library Books and Periodicals		172.00
Total	\$	2,721.00
GRAND TOTAL	\$	97,774.85

OFFICE OF UNIVERSITY PUBLICATIONS

BUDGETS

1978-1979

Salaries--Regular	\$	13,392.00
Salaries--Administrative		0.00
Salaries--Administrative--Part-time		0.00
Salaries--Student--Institutional		7,600.00
Salaries--Student--Work Study		-
*Will be allocated in the fall under federal program as the need of the department arises		
Total to date	\$	20,992.00

CURRENT OPERATING EXPENSES

*Telephone and Telegraph	0.00
*Telephone and Telegraph--Long Distance	0.00
*No longer included in the departmental budget. University picks these items up as part of overall institutional budget.	
Travel--Regular	2,800.00
Printing and Advertising	480.00
Maintenance of Vehicles and Equipment	150.00
Office Supplies	375.00
Chemicals and Laboratory Supplies	2,800.00
Dues	220.00
Subscriptions	190.00
Miscellaneous	350.00
Talisman Publication	55,000.00
Total	\$ 62,365.00

CAPITAL OUTLAY

Furniture, Fixtures and Office Equipment	\$	280.00
Instruments and Apparatus		1,661.00
Library Books and Periodicals		150.00
Total	\$	2,091.00
GRAND TOTAL TO DATE	\$	85,448.00

First Supplemental Allocation

Graduate Assistant	\$	2,400.00
--------------------	----	----------

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

PROFIT AND LOSS STATEMENT

June 30, 1975

Income

Sales - Open	\$13,450.66
-Contract	32,270.71
-NEAS	1,259.45
-Classified	424.46
-National	788.75
-Special Charges	640.29
Commonwealth of Ky.	1,600.00
Other Income	<u>752.81</u>

Total Income

\$51,187.13

Expenses

Printing	\$17,150.51
Meals and Travel	1,286.21
Cuts and Photography	335.50
Student Payroll	6,916.41
Student Help	1,498.79
Postage	420.00
Lab Supplies	831.85
Miscellaneous	1,996.45
Advertising Commissions	2,791.61
Office Supplies	605.81
Publications, Pamphlets & Dues	<u>1,063.73</u>

Total Expense

34,896.87

NET PROFIT

\$16,290.26

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

BALANCE SHEET

June 30, 1975

ASSETS

Current Assets

Cash in Fund	\$25,232.55
Accounts Receivable	<u>9,828.53</u>

Total Current Assets	\$35,061.08
----------------------	-------------

Fixed Assets

Equipment	<u>\$11,964.56</u>
-----------	--------------------

Total Fixed Assets	<u>11,964.56</u>
--------------------	------------------

TOTAL ASSETS	\$47,025.64
--------------	-------------

NET WORTH

Previous Balance	(\$33,457.12)
------------------	---------------

Adjustments	<u>2,721.74</u>
-------------	-----------------

Adjusted Net Worth	(\$30,735.38)
--------------------	---------------

Net Profit	<u>(16,290.26)</u>
------------	---------------------

TOTAL NET WORTH	(\$47,025.64)
-----------------	---------------

WESTERN KENTUCKY UNIVERSITY
STATEMENT OF COLLEGE HEIGHTS HERALD

July 1, 1974 thru June 30, 1975

Beginning Cash Balance		\$16,795.62
Receipts		
Sales	\$44,789.02	
Commonwealth of Ky.	1,600.00	
Other Income	<u>752.81</u>	
Total Receipts		47,141.83
Expenditures		
Printing	\$17,150.51	
Meals and Travel	1,286.21	
Cuts and Photography	335.50	
Student Payroll	6,916.41	
Student Help	1,498.79	
Postage	420.00	
Lab Supplies	831.85	
Miscellaneous	1,996.45	
Advertising Commissions	2,791.61	
Office Supplies	605.81	
Publications, Pamphlets & Dues	1,063.73	
Equipment	2,903.55	
Adjustments, Sales	<u>904.48</u>	
Total Expenditures		<u>38,704.90</u>
Closing Cash Balance		\$25,232.55
Reconciliation		
WKU Business Office 6-30-75		\$25,260.45
Less Outstanding Cks.		
Dec., 74, Chris Stanton		- 7.90
June, 75, College Hgts. Foundation		<u>-20.00</u>
		\$25,232.55

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

PROFIT AND LOSS STATEMENT

June 30, 1976

Income

Cash on Hand	\$.10	
Sales - Open	13,281.20	
- Contract	37,663.18	
- NEAS	1,203.13	
- Classified	542.51	
- National	2,578.62	
- Special Charges	75.00	
Commonwealth of Kentucky	-0-	
Other Income	1,002.52	
Sales - Inserts	694.80	
	<u> </u>	
Total Income		\$57,041.06

Expenses

Adjustments	\$ 141.26	
Printing	19,228.49	
Meals and Travel	1,297.30	
Cuts and Photography	1.00	
Student Payroll	7,312.79	
Student Help	1,738.20	
Postage	639.13	
Lab Supplies	971.46	
Miscellaneous	5,914.32	
Adv. Commission	4,473.71	
Office Supplies	822.65	
Publications, Pamphlets & Dues	1,549.92	
	<u> </u>	
Total Expenses		<u>44,090.23</u>
NET PROFIT		\$12,950.83

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

BALANCE SHEET

June 30, 1976

ASSETS

Current Assets

Cash in Fund	\$37,738.77
Accounts Receivable	<u>6,882.65</u>

Total Current Assets	\$44,621.42
----------------------	-------------

Fixed Assets

Equipment	<u>12,027.06</u>
-----------	------------------

Total Fixed Assets	<u>12,027.06</u>
--------------------	------------------

Total Assets	\$56,648.48
--------------	-------------

NET WORTH

Previous Balance	(\$47,025.64)
------------------	---------------

Adjustments	<u>3,327.99</u>
-------------	-----------------

Adjusted Net Worth	(\$43,697.65)
--------------------	---------------

Net Profit	(<u>12,950.83</u>)
------------	----------------------

Total Net Worth	(\$56,648.48)
-----------------	---------------

WESTERN KENTUCKY UNIVERSITY
STATEMENT OF COLLEGE HEIGHTS HERALD

July 1, 1975 thru June 30, 1976

Beginning Cash Balance \$25,232.55

Receipts

Sales	\$55,593.93
Commonwealth of Kentucky	-0-
Other Income	<u>1,002.52</u>

Total Receipts 56,596.45

Expenditures

Printing	19,228.49
Meals and Travel	1,297.30
Cuts and Photography	1.00
Student Payroll	7,312.79
Student Help	1,738.20
Postage	639.13
Lab Supplies	971.46
Miscellaneous	5,914.32
Advertising Commissions	4,473.71
Office Supplies	822.65
Publications, Pamphlets & Dues	1,549.92
Equipment	-0-
Adjustments, Sales loss, current	<u>141.26</u>

Total Expenditures 44,090.23

Closing Cash Balance \$37,738.77

Reconciliation

WKU Business Office Balance 6-30-76	\$38,030.74
Less Outstanding Checks	
6-30-76, IBM, Ck. #11364	-54.00
Graham Studios, Ck. #11365	-11.30
Franklin Favorite, Ck. #11366	-115.45
WKU (Winnie McConnell) Ck. #11367	-39.27
Houchens, Ck. #11368	<u>-71.95</u>

Book Balance \$37,738.77

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

PROFIT AND LOSS STATEMENT

June 30, 1975

Income

Sales - Open	\$13,450.66
-Contract	32,270.71
-NEAS	1,259.45
-Classified	424.46
-National	788.75
-Special Charges	640.29
Commonwealth of Ky.	1,600.00
Other Income	<u>752.81</u>

Total Income

\$51,187.13

Expenses

Printing	\$17,150.51
Meals and Travel	1,286.21
Cuts and Photography	335.50
Student Payroll	6,916.41
Student Help	1,498.79
Postage	420.00
Lab Supplies	831.85
Miscellaneous	1,996.45
Advertising Commissions	2,791.61
Office Supplies	605.81
Publications, Pamphlets & Dues	<u>1,063.73</u>

Total Expense

34,896.87

NET PROFIT

\$16,290.26

WESTERN KENTUCKY UNIVERSITY

COLLEGE HEIGHTS HERALD

BALANCE SHEET

June 30, 1977

ASSETS

Current Assets

Cash in Fund	\$29,967.33
Accounts Receivable	4,486.05
C. H. H. Journalism Scholarship Fund	<u>20,000.00</u>

Total Current Assets	\$54,453.38
----------------------	-------------

Fixed Assets

Equipment	<u>\$14,778.21</u>
-----------	--------------------

Total Fixed Assets	<u>14,778.21</u>
--------------------	------------------

Total Assets	\$69,231.59
--------------	-------------

NET WORTH

Previous Balance	(\$56,648.48)
------------------	---------------

Adjustments	<u>(1,240.05)</u>
-------------	--------------------

Adjusted Net Worth	(\$57,888.53)
--------------------	---------------

Net Profit	<u>(11,343.06)</u>
------------	---------------------

Total Net Worth	(\$69,231.59)
-----------------	---------------

WESTERN KENTUCKY UNIVERSITY
STATEMENT OF COLLEGE HEIGHTS HERALD

July 1, 1976 thru June 30, 1977

Beginning Cash Balance \$37,738.77

Receipts

Sales	\$56,591.23
Commonwealth of Kentucky	-0-
Other Income	629.00
Subscriptions	<u>330.01</u>

Total Receipts 57,550.24

Expenditures

College Heights Journalism Scholarship	
Fund	\$20,000.00
Printing	20,779.51
Meals and Travel	1,781.55
Cuts and Photography	1,348.50
Student Payroll	9,646.56
Student Help	288.12
Postage	436.54
Lab Supplies	322.58
Miscellaneous	3,456.86
Ad Commissions	4,620.46
Office Supplies	661.26
Publications, Pamphlets & Dues	<u>1,979.74</u>

Total Expenditures 65,321.68

Closing Cash Balance \$29,967.33

Reconciliation

WKU Business Office Balance 6-30-77 \$29,973.51

Less Outstanding Checks
6-30-77, Thomas Marketing 6.18

Book Balance \$29,967.33

HERALD EXPENDITURES

Fiscal Year Ending	Year-End Cash Balance	Ad Sales	Profit or Loss	Total Paid Students	Printing Costs	Total Expenditures
1977	29,967.33	56,591.23	*-7,771.44	19,703.64	20,779.51	65,321.68
1976	37,738.77	55,593.93	12,506.22	17,416.62	19,228.49	44,090.23
1975	25,232.55	44,789.02	8,436.93	11,206.81	17,150.51	38,704.90
1974	16,795.62	39,849.72	- 407.97	9,746.57	14,835.94	43,065.41
1973	17,203.59	27,239.37	9,154.62	5,528.32	13,465.40	23,519.02
1972	8,048.97	31,077.68	10,264.69	7,005.92	12,735.83	23,245.65
1971	-2,215.72	16,618.25	- 856.05	3,744.44	14,074.07	19,361.34
1970	-4,861.54	16,894.91	-5,582.80	3,997.88	12,816.50	24,935.54

NOTE:

*Paper loss caused by transfer of 20,000 into a perpetual College Heights Herald Scholarship ad, but this sum may be recalled to the Herald account in event of an emergency.

Sum paid student workers in 1977 includes 3,800 of University Publications funds.

Sum paid student workers in 1976 includes 3,891.92 of University Publications funds. Lesser sums of UP funds in years previous to 1976 are not included in above totals.

1974 operating loss was caused by capital outlay expense in acquiring Compugraphic equipment.

Herald Payroll (Students Only), Spring '78 - WEEKLY

400.-----Salaried workers
75-----Average pay to typesetters
475 Subtotal

Subtotal does not include:

Advertising commissions-----approximately 5,000-5,500 per year

Photographers' free-lance pay----approx. 2,000 per year

Circulation pay---approx. 1,200 per year

Meals, travel, convention expenses, banquets, breakfasts----cost is substantial, of course

ious fees, services that directly benefit Herald (AEJ, KIPA, KPA, WKPA, ANPA, INAE, INPA, Dynamic Graphics, Volk, Phil Frank, collection services, etc.)

Publications that directly benefit Herald---

WESTERN KENTUCKY UNIVERSITY

TALISMAN ACCOUNT

FINANCIAL STATEMENT

July 1, 1974 thru June 30, 1975

BEGINNING CASH BALANCE		\$61,419.12
------------------------	--	-------------

RECEIPTS

Fee	\$55,000.00
Other Income	<u>800.00</u>

BALANCE	55,800.00
---------	-----------

EXPENDITURES

Payroll	3,733.65
Lab Supplies	738.51
Miscellaneous	3,390.28
Printing	69,220.20
Equipment	1,685.70
Photography	3,827.00
Meals and Travel	1,302.59
Subscription	<u>16.50</u>

BALANCE	<u>83,914.43</u>
---------	------------------

ENDING BALANCE	\$33,304.69
----------------	-------------

RECONCILIATION

WKU Business Office Statement	\$33,538.13
-------------------------------	-------------

Less Outstanding Checks	
1973-74 Deemer Floral Co.	10.00
1974-75 Nov. 14 B. G. Linen Supply	21.70
Feb. 19 WKU Student Payroll	154.70
College Heights Book Store	40.00
May 7 Bowman Office Supply	<u>7.04</u>

Balance	<u>(233.44)</u>
---------	-----------------

BALANCE	\$33,304.69
---------	-------------

TALISMAN
OTHER INCOME

Book Sales	\$408.00
Book Cover Sales	11.00
Student Services, Inc.	15.00
Ken Wood	10.00
Donald Beaucham, Bnaquet guest	6.00
Maribeth Williams, Banquet guest	6.00
Debbie Lou Williams, Banquet guest	<u>6.00</u>
	\$462.00

MISCELLANEOUS

July 12	Bowling Green Linen Supply-darkroom supply	10.10
Sept. 6	NCCPA-3 fees	50.00
	WKU-Transportation	89.80
25	Friends Magazine-1972-73-74 select issues	5.00
Oct. 1	College Heights Book Store-Supplies	14.52
	Back Packer Magazine - 3 issues	6.00
	KIPA - Registration	70.00
	Graham-Johnson Photo Center-Aux. Service	60.78
10	Bowling Green Linen Supply-Dark Room Exp.	29.81
	WKU Print Shop-Printing	1.50
15	Lisa Cornwell-Columbia Scholastic Press A. meet.	87.50
	Richard D. Walker- " " " " "	101.20
	Roger Loewen-KIPA	52.80
	Lisa Cornwell-KIPA	21.68
	Registration of Copyrights	6.00
29	Dean Lem Associates- Workbook	29.50
Nov. 1	The Rangefinder-3 year subscription	16.50

MISCELLANEOUS
(Continued)

1974			
Nov.	14	B. G. Linen Supply-darkroom exp.	21.70
		Robert Bruce Edwards-photo lab supplies	2.19
		College Heights Herald-advertising	192.50
		WKU Central Stores-supplies	5.56
Dec.	2	B. G. Linen Supply-darkroom exp.	18.88
		WKU Print Shop-printing	10.25
		Backpacker-back issues 2,3,4	10.50
1975			
Jan.	2	WKU-mailbox	25.00
	15	B. G. Linen Supply-darkroom	6.88
	27	Complete Library of Photography-6 volumes	16.95
		Commercial, Inc.-office supplies	26.22
Feb.	5	B. G. Linen Supply-darkroom	13.44
	19	College Heights Book Store-supplies	40.00
		College Heights Book Store-supplies	40.08
	26	College Heights Book Store-supplies	26.28
March	19	B. G. Linen Supply-darkroom	27.92
		Graphic Products Corp.-supplies	54.35
		The Viking Press-6 books	29.01
April	2	Commercial, Inc.-Letraset & Letragraphics	22.23
		B. G. Linen Supply-darkroom exp.	5.65
		Ron Wolfe-KIPA dues	90.00
	21	WKU Cafeteria-Publications Committee meeting	19.19
May	7	Bowman Office Supply Co.-supplies	7.04
		B. G. Linen Supply Co.-darkroom supplies	19.62
		WKU-printing	12.50
		Devannia Simpson-Talisman distribution	36.00

MISCELLANEOUS
(Continued)

1975			
May	7	Sharon Mayhew - Talisman distribution	48.00
		Marsha Bohannon- " "	64.00
		Marena White- " "	95.00
	27	College Heights Herald-advertising	179.00
June	3	Deemer Floral Co.-banquet	10.50
	12	WKU-typewriter	510.00
		B. G. Linen Supply-darkroom supply	3.32
		Yearbook Workshop (Ohio U.)	480.00
		WKU - Postage for Talisman	38.28
		College Heights Book Store-supplies	27.35
	18	Barren River Lake Resort-banquet	326.70
		National School Yearbook Assoc.-Membership	49.00
		Associated Collegiate Press-judging & sub.	21.00
		Columbia Scholastic Press Assoc.-Membership	22.00
		Roger Loewen	<u>83.50</u>
			\$3,390.28

WESTERN KENTUCKY UNIVERSITY

TALISMAN ACCOUNT

FINANCIAL STATEMENT

July 1, 1975 thru June 30, 1976

BEGINNING CASH BALANCE

\$33,304.69

RECEIPTS

WKU	\$55,000.00
Other Income	<u>622.44</u>

Balance

55,622.44

EXPENDITURES

Payroll	6,084.00
Miscellaneous	1,233.29
Lab Supplies	703.98
Photography	3,580.91
Meals and Travel	817.92
Printing	11,260.65
Equipment	232.79
Subscriptions	50.67
Membership, Registration & Fees	<u>164.00</u>

Balance

24,128.21

ENDING CASH BALANCE

\$64,798.92

RECONCILIATION

WKU Business Office Statement

\$64,798.92

TALISMAN

OTHER INCOME

Book Sales		399.00
Posting corrections		223.44
11-14-74, B. G. Linen Supply	21.70	
2-19-76, WKU Student Payroll	154.70	
2-19-76, CH Book Store	40.00	
5- 7-76, Bowman Office Supply	7.04	
		<hr/>
		\$622.44

MISCELLANEOUS

7-14-75	B. G. Linen Supply, Lab towels	25.68
8-13-75	B. G. Linen Supply, Lab towels	2.84
8-22-75	Refund prepaid postage to mail Talisman 52 persons at \$1.00 each.	52.00
9-30-75	College Heights Book Store, office supplies	6.84
10- 3-75	B. G. Linen Supply, Lab towels	1.33
10-23-75	Tim Cahill, Summer school art work	25.00
10-20-75	Graphic Products, Formats	25.30
11- 5-75	College Heights Book Store, office supplies	35.01
11- 7-75	B. G. Linen Supply, Lab towels	34.06
11-12-75	Jim Siwicki, Reimbursement, press type	13.11
12- 4-75	B. G. Linen Supply, Lab towels	29.56
12- 9-75	College Heights Book Store, Supplies	70.42
1- 6-76	B. G. Linen Supply, Lab towels	38.68
1-16-76	Yearbook House, Copy of "News and Yearbook Photography"	14.95
1-16-76	WKU Bookstore, supplies	8.06
2- 6-76	B. G. Linen Supply, Lab towels	13.12
2-13-76	College Heights Bookstore, Supplies	4.99
2-19-76	Columbia Scholastic Press Association, Convention registration fees for Roger Loewen, Tom siwicki and Jim Siwicki	51.00

TALISMAN MISCELLANEOUS (Continued)

3- 1-76	Central Stores, supplies	\$.60
3- 8-76	B. G. Linen Supply, Lab towels	16.00
3- 8-76	College Heights Bookstore, supplies	5.64
4- 5-76	B. G. Linen Supply, Lab towels	12.44
4-19-76	Jim Siwicki, Reimburse supplies	60.34
5- 3-76	College Yearbook Workshop, Registration fees for Donna Buckles and Connie Holman	250.00
5- 3-76	Deemer Florist, Talisman banquet	12.50
5- 3-76	Barren River State Park, Talisman banquet	391.24
5- 6-76	B. G. Linen Supply, Lab towels	15.20
5-12-76	Time/Life Books, Book-"Library of Photography"	8.84
6-24-76	WKU Center Cafeteria, Meals-Talisman Committee	8.54
		<hr/>
		\$1,233.29

WESTERN KENTUCKY UNIVERSITY

TALISMAN ACCOUNT

FINANCIAL STATEMENT

July 1, 1976 thru June 30, 1977

BEGINNING CASH BALANCE

\$64,798.92

RECEIPTS

Book Sales and Postage	\$ 551.00
Commonwealth of Kentucky	<u>63,413.00</u>

BALANCE

63,964.00

EXPENDITURES

Miscellaneous	692.98
Printing	66,923.53
Membership, Registration, Dues	102.50
Travel	1,587.32
Lab Supplies	306.70
Office Supplies	530.57
Postage	1,253.47
Payroll	3,033.00
Equipment	29.50
Photography	<u>3,320.10</u>

BALANCE

77,779.67

ENDING BALANCE

\$50,983.25

RECONCILIATION

WKU Business Office Statement

\$51,013.25

Less Outstanding Checks

Ck. No. 2741, 2-9-77, Mort Schmidt

30.00

BALANCE

\$50,983.25

TALISMAN ACCOUNT

MISCELLANEOUS

8-24-76	C. H. Post Office, postage	\$ 2.25
9-13	C. H. Post Office, postage	5.25
9-24	C. S. P. A.	34.00
9-15	Corco, Mailing cartson	- 489.90
11-10	Crown Publishers, 1 copy of Photography "What is the Law"	8.71
11-16	Roger Loewen, Marketing Products	1.58
12- 3	Kelly Office Equipment Co., engraving	15.00
12- 6	Graham Studios, 2 batteries	2.18
12-15	Arron Blue Print, lettering	5.69
1- 5-77	Register of Copyrights	6.00
3-22	Thomas Instrument Co., replacement mirrors	22.42
5-23	Barren River St. Park, Banquet	<u>100.00</u>
		\$692.98

ADMINISTRATION - 4

8. Who prepares the journalism budget and who must give it final approval?

Each faculty member is requested to submit his budgetary needs for the coming year. Based on those requests, the department head prepares the budget request for both the Office of University Publications and the Department of Journalism.

The chairman of each major works with the department head to prepare a budget that will serve each major. The budget for the department is submitted to the dean, and the budget for the Office of University Publications is submitted directly to the vice president for academic affairs.

9. Is the budget subject to review by the journalism faculty or faculty committee?
Yes or No

Yes. Each member of the department is permitted to examine the budget request in detail both before it is submitted to the Regents and after they approve it.

10. List membership affiliations with national, regional or state associations that serve to benefit the journalism unit.

Kentucky Press Association
Western Kentucky Press Association
The Society of Professional Journalists, Sigma Delta Chi
Kentucky Council on Education for Journalism
Association for Education in Journalism
Public Relations Society of America
American Advertising Federation
National Press Photographers Association
National Council of College Publications Advisers
Columbia Scholastic Press Association
American Society of Journalism School Administrators
Associated Collegiate Press
National Conference of Editorial Writers
International Newspaper Promotion Association
American Newspaper Publishers Association
International Newspaper Advertising Executives
Community College Journalism Association

11. List public service functions of the journalism unit. The list should include short courses, institutes, high school and college press meetings, judging of contests and similar activities carried out during the year preceding the accreditation visit. (Attach extra sheet if necessary.)

Department of Journalism High School Press Day (annual)
Office of University Publications High School Journalism Workshop (annual)
SPJ,SDX and Department of Journalism Internship-Employment Seminar (annual)
(For students in all majors in department)
SPJ,SDX and Department of Journalism served as the hosts for a regional meeting of the Kentucky-Tennessee Radio/Television News Directors Association
PRSSA and Department of Journalism served as the hosts for the regional convention of the Public Relations Society of America, National host this year
Department judged the Kentucky Weekly Publishers Association annual contest
Department of Journalism served as the host for the spring meeting of the Kentucky Intercollegiate Press Association

Institution Western Kentucky University Date _____

ADMINISTRATION - 5

12. Describe the relationship between the journalism unit and the various school media.

As head of the Department of Journalism and Director of the Office of University Publications, Professor Whitaker is responsible directly for the supervision of the student newspaper and the yearbook.

However, Professor Adams is the overall adviser to the newspaper and Professor Morse is photography adviser to the paper and yearbook and Professor Loewen is the overall adviser to the yearbook.

Work on student publications is viewed as an extracurricular activity. Students receive no credit for working on the newspaper or the yearbook, but some classroom assignments are given to newspaper and yearbook editors for their consideration for publication. At the same time, students are encouraged to work on either the newspaper or the yearbook.

13. Give the names of the highest administrative officer of the institution and the academic vice president (or his equivalent).

Dr. Dero G. Downing, Western Kentucky University president

Dr. James L. Davis, Western Kentucky University vice president for academic affairs and dean of the faculties